

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Optima Media
 Attention: Accounts Payable
 3 Linwen Way
 Baltimore, MD 21236

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
1514274-1	08/28/16	August 2016	08/01/16 - 08/22/16

Property	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Bradshaw/R/Sheriff	BRADSHAW FOR SHERIFF	3514

Flight Dates	Order #	Alt Order #
08/16/16 - 08/22/16	1514274	08344937

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
	300	347

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/19/16	08/19/16	F WPBF News 25 @ 11P	11-11:35PM	----1--	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/15/16	08/21/16	----1--	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/19/16	11:26 PM	F WPBF News 25 @ 11PM	11-11:35PM	:30	SRB100TVFLH	\$600.00 NM
2	08/19/16	08/19/16	WPBF News 25 @ Noon	12pm-1230pm	----1--	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/15/16	08/21/16	----1--	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/19/16	12:12 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB100TVFLH	\$265.00 NM
3	08/19/16	08/19/16	WPBF News 25 5-6:00am	5:00-6:00am	----1--	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/15/16	08/21/16	----1--	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/19/16	5:15 AM	WPBF News 25 5-6:00am	5:00-6:00am	:30	SRB100TVFLH	\$175.00 NM
4	08/19/16	08/19/16	F 5pm News	5-6pm	----1--	:30	1	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/15/16	08/21/16	----1--	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/19/16	5:38 PM	F 5pm News	5-6pm	:30	SRB100TVFLH	\$525.00 NM
5	08/19/16	08/19/16	WPBF News 25 @ 6:00PM	6-6:30PM	----1--	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/15/16	08/21/16	----1--	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/19/16	6:11 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	SRB100TVFLH	\$600.00 NM
6	08/22/16	08/22/16	WPBF News 25 @ Noon	12pm-1230pm	1-----	:30	1	\$265.00	NM

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Lehigh Valley, PA 18002-6885

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Invoice #	Invoice Date	Invoice Month	Invoice Period
1514274-1	08/28/16	August 2016	08/01/16 - 08/22/16
Advertiser	Product	Estimate Number	
Bradshaw/R/Sheriff	BRADSHAW FOR SHERIFF	3514	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	1-----	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/22/16	12:28 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB200TVFLH	\$265.00 NM
7	08/22/16	08/22/16	WPBF News 25 5-6:00am	5:00-6:00am	1-----	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	1-----	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/22/16	5:26 AM	WPBF News 25 5-6:00am	5:00-6:00am	:30	SRB200TVFLH	\$175.00 NM
8	08/22/16	08/22/16	M 5pm News	5-6pm	1-----	:30	1	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	1-----	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/22/16	5:10 PM	M 5pm News	5-6pm	:30	SRB200TVFLH	\$525.00 NM
9	08/22/16	08/22/16	WPBF News 25 @ 6:00PM	6-6:30PM	1-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	1-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/22/16	6:14 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	SRB200TVFLH	\$600.00 NM
10	08/20/16	08/20/16	Sat 6pm News	6-630p	-----1-	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/15/16	08/21/16	-----1-	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	08/20/16	6:13 PM	Sat 6pm News	6-630p	:30	SRB100TVFLH	\$350.00 NM
11	08/20/16	08/20/16	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/15/16	08/21/16	-----1-	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	08/20/16	8:10 AM	Sat 8-9am News	Sat 8-9am	:30	SRB100TVFLH	\$265.00 NM
12	08/21/16	08/21/16	Sun 6pm News	6-630p	-----1	:30	1	\$425.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/15/16	08/21/16	-----1	1	\$425.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/21/16	6:26 PM	Sun 6pm News	6-630p	:30	SRB200TVFLH	\$425.00 NM
13	08/21/16	08/21/16	Sun 8-9am News	Sun 8-9am	-----1	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/15/16	08/21/16	-----1	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/21/16	8:15 AM	Sun 8-9am News	Sun 8-9am	:30	SRB200TVFLH	\$265.00 NM
14	08/18/16	08/18/16	WPBF News 25 @ Noon	12pm-1230pm	---1---	:30	1	\$265.00	NM

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WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

<u>Invoice #</u> 1514274-1	<u>Invoice Date</u> 08/28/16	<u>Invoice Month</u> August 2016	<u>Invoice Period</u> 08/01/16 - 08/22/16
<u>Advertiser</u> Bradshaw/R/Sheriff	<u>Product</u> BRADSHAW FOR SHERIFF	<u>Estimate Number</u> 3514	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	08/15/16	08/21/16	---1---		1		\$265.00		
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Th	08/18/16	12:08 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB100TVFLH	\$265.00 NM
15	08/19/16	08/19/16	F 5pm News	5-6pm	----	1--	:30	1	\$525.00 NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	08/15/16	08/21/16	----1--		1		\$525.00		
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	F	08/19/16	5:13 PM	F 5pm News	5-6pm	:30	SRB100TVFLH	\$525.00 NM
16	08/19/16	08/19/16	WPBF News 25 @ 6:00PM	6-6:30PM	----	1--	:30	1	\$600.00 NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	08/15/16	08/21/16	----1--		1		\$600.00		
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	F	08/19/16	6:28 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	SRB100TVFLH	\$600.00 NM
17	08/16/16	08/16/16	Tu WPBF News 25 @ 11PM	11-11:35PM	-1-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	08/15/16	08/21/16	-1-----		1		\$600.00		
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Tu	08/16/16	11:12 PM	Tu WPBF News 25 @ 11PM	11-11:35PM	:30	SRB100TVFLH	\$600.00 NM
18	08/16/16	08/16/16	WPBF News 25 @ Noon	12pm-1230pm	-1-----	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	08/15/16	08/21/16	-1-----		1		\$265.00		
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Tu	08/16/16	12:10 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB100TVFLH	\$265.00 NM
19	08/16/16	08/16/16	Tu 5pm News	5-6pm	-1-----	:30	1	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	08/15/16	08/21/16	-1-----		1		\$525.00		
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Tu	08/16/16	5:38 PM	Tu 5pm News	5-6pm	:30	SRB100TVFLH	\$525.00 NM
20	08/16/16	08/16/16	WPBF News 25 @ 6:00PM	6-6:30PM	-1-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	08/15/16	08/21/16	-1-----		1		\$600.00		
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Tu	08/16/16	6:29 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	SRB100TVFLH	\$600.00 NM
21	08/21/16	08/21/16	Su WPBF News 25 @ 11PM	11-11:35PM	-----1	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>		<u>Spots/Week</u>		<u>Rate</u>		
	08/15/16	08/21/16	-----1		1		\$600.00		
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Su	08/21/16	11:17 PM	Su WPBF News 25 @ 11PM	11-11:35PM	:30	SRB200TVFLH	\$600.00 NM
22	08/22/16	08/22/16	WPBF News 25 @ Noon	12pm-1230pm	1-----	:30	1	\$265.00	NM

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1514274-1	08/28/16	August 2016	08/01/16 - 08/22/16
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Bradshaw/R/Sheriff	BRADSHAW FOR SHERIFF	3514	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	1-----	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	08/22/16	12:11 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB200TVFLH	\$265.00 NM
23	08/22/16	08/22/16	WPBF News 25 5-6:00am	5:00-6:00am	1-----	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	1-----	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	08/22/16	5:56 AM	WPBF News 25 5-6:00am	5:00-6:00am	:30	SRB200TVFLH	\$175.00 NM
24	08/22/16	08/22/16	M 5pm News	5-6pm	1-----	:30	1	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/22/16	08/28/16	1-----	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	08/22/16	5:39 PM	M 5pm News	5-6pm	:30	SRB200TVFLH	\$525.00 NM
25	08/17/16	08/17/16	WPBF News 25 @ 6:00PM	6-6:30PM	--1----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/15/16	08/21/16	--1----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/17/16	6:12 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	SRB100TVFLH	\$600.00 NM
Total Spots							25		

Payment Terms 30 Days

<u>Gross Total</u>	\$10,580.00
<u>Agency Commission</u>	\$1,587.00
<u>Net Amount Due</u>	\$8,993.00

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